

a' 4 selecting a site at a predetermined distance from said product, said
5 predetermined distance being based on the duration of short term memory;
6 transmitting said information to [a] said site remotely disposed with respect to
7 said database; and
8 providing a perceivable stimulus, from said information, to said consumer upon
9 said consumer being positioned proximate to said product, with said stimulus being associated
10 with said product;
11 wherein said stimulus is maintained in a short term memory of said consumer
12 upon encountering said product.

1 2. The method as recited in claim 1 wherein said providing step is repeated multiple times
2 and further including a step of quantifying said multiple times, defining statistical data.

1 3. The method as recited in claim 1 wherein said transmitting step includes forming, from
2 a subportion of said information, a distribution database having content data, with said content data being defined
3 by said stimulus.

1 4. The method as recited in claim 1 wherein said stimulus is dependent upon
2 predetermined criteria of said ambient proximate to said product.

1 5. The method as recited in claim 1 wherein said stimulus is selected from the set
2 consisting of auditory, visual, olfactory and tactile.

1 6. The method as recited in claim 2 further including a step of conveying said statistical
2 data to said database.

1 7. The method as recited in claim 2 wherein said distribution database includes a
2 distribution file and further including a step of compressing said distribution file and distributing said distribution
3 file to said site via satellite.

1 8. **This claim has been canceled by this amendment.**

1 9. The method as recited in claim 1 wherein said information concerns a plurality of
2 differing products and said transmitting step includes transmitting said information to a plurality of sites remotely
3 disposed with respect to said database, with a subset of said sites corresponding to differing products, with each of
4 said sites of said subset providing a perceivable stimulus associated with the product corresponding thereto and
5 distance between said sites of said subset being established to minimize displacement of the stimulus associated
6 with each of said subset of sites.

1 10. (Amended) A method of disseminating information concerning multiple
2 products, with said products and said information to be perceived by a consumer, said method
3 comprising steps of:
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creating a database containing said information;

5 selecting a plurality of sites;
6 separating a first of said sites from a first of said products by a predetermined
7 distance based on the duration of short term memory;
8 transmitting said information to [a] said plurality of sites remotely disposed
9 with respect to said database, with a subset of said sites corresponding to differing products,
10 including transmitting information corresponding to said first product to said first site; and
11 providing a perceivable stimulus, from said information, to a consumer
12 positioned proximate to one of said plurality of sites, with said stimulus being associated with
13 one of said multiple products;
14 wherein stimulus corresponding to said first product is maintained in a short
15 term memory of said consumer upon moving from said first site to said product.

1 10 11. The method as recited in claim 10 wherein said providing step is repeated multiple
2 times and further including a step of quantifying said multiple times, defining statistical data.

1 11 12. The method as recited in claim 10 wherein said creating step further includes steps of
2 accumulating content associated with a subgroup of said multiple products and associating said content with
3 predetermined parameters, said parameters including group definitions and date ranges.

1 12 13. The method as recited in claim 12 wherein said transmitting step includes forming a
2 distribution database having a plurality of records, said records including a subportion of said content and
3 corresponding to a server address, with a subpart of said plurality of sites being associated with said server
4 address.

1 13 14. The method as recited in claim 13 wherein said transmitting step further includes steps
2 of creating from a subset of said plurality of records, a distribution file and compressing said distribution file and
3 distributing said distribution file to said site via satellite.

1 15. **This claim has been canceled by this amendment.**

1 16. (Amended) A computer program product comprising:
2 computer code for creating a database of information concerning multiple
3 products;
4 computer code for transmitting said information to a plurality of sites remotely
5 disposed with respect to said database, with a subset of said sites corresponding to differing
6 products, including code for selecting a first of said sites and for transmitting information
7 corresponding to a first of said products thereto, said first site being separated from said first
8 product by a predetermined distance based on the duration of short term memory; and